

Organ Plays at 9, 11 and 4:50  
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Fair

# Much Good News Here Besides the Great September Sales

## Whoever Measures Other People's Corn by His Own Bushel

is likely to underestimate his neighbor.

What is the use of measuring other people's faults and counting up the mistakes of our neighbors, instead of spending our time in correcting our own short-sighted blunders? It hardly seems fair to pass judgment on others, who get the same results by a way of their own, though it be different from that of their neighbors.

Fair play is a jewel.

[Signed] *John Wanamaker*

September 1, 1921.

## You Could Not Tell These Pretty Hats From Their Paris Originals—

until you looked at label and price. A little turban of black hatter's plush with a great chou of royal blue velvet falling off one side—a great, picturesque black velvet hat with only a touch of monkey fur for its sparse decoration—a gleaming little hat of crepe satin with

brilliantly lacquered quills—there is something decidedly French about each. And they are but three of a considerable company ready tomorrow, each of which had its original inspiration in Paris. Prices start moderately at \$20.

(Second Floor, Chestnut)

## The Brilliant Sale of Lamps Is a Joy

With the long Winter evenings coming on with everybody to whom it means increasing beauty and comfort for their homes, the sweeping sale of the whole stock of the Wanamaker electric and gas lamps comes as an almost unequalled opportunity.

This sale brings hundreds upon hundreds of beautiful lamps at less than half the prices that people paid a year ago.

Floor lamps from \$7.50 to \$200.

Table lamps from \$4.50 to \$50.

Boudoir lamps, \$1.50 to \$10.

Shades in a magnificent variety start at \$1 and go to \$165.

People who wish to choose lamps and shades to match their furnishings should be early, as the best things will not be the last to go.

(Fourth Floor, Central)

## A Number of Novelties in Women's Fur Coats

Just to mention a few of the new arrivals, there is an American broadtail coat, in other words a South American lamb, sheared very close, in a soft taupe color and very silky to the touch. It is a beautiful coat and is priced at \$525.

Another even prettier coat of the same fur, but in a platinum gray with kolinsky collar, is \$765.

Black caracul of the finer kind promises to be one of the most fashionable furs this Winter. There are a number of wraps, one would almost call them capes, of this fur at \$425 and \$485.

New Hudson seal coats (dyed muskrat), 36 inches long, with huge collars of the same fur or of skunk, range from \$300 to \$465.

(Second Floor, Chestnut)

## Best Time of the Year to Buy Dinner Sets and Chinaware

The Wanamaker Great September Sale of china and glassware brings selection unequalled in America and at prices lower than they have been for many a day.

Splendid selections from French and English potteries and American dinner sets at 20 to 50 per cent below regular.

Hundreds of pieces of rich cut glass at an average of one-third less than regular.

\$30,000 worth of light cut glass to sell at \$15,000.

French china dinner sets from the famous Limoges potteries, \$75 to \$375.

English porcelain and china sets in beautiful patterns and colors at exceptionally attractive prices.

These semi-porcelain sets start at \$35.

American semi-porcelain dinner sets start at \$16.50.

Concrete garden furniture in full variety at a reduction of one-third.

Marble statuary of groups, figures and busts at half price—\$7.50 to \$375.

And a great variety of fancy English china tea sets, Moorcroft pottery, English pottery vases and Italian pottery at notable reductions for this sale.

(Fourth Floor, Chestnut)



## Housewives Are Coming Hundreds of Miles to the Housewares Sale

It is known that there is no other sale in America like this one.

It is a treasure house of the most reliable articles of household utility.

Thousands of things specially brought into the September Sale at notably reduced prices.

Especially interesting is the great collection of aluminum utensils, enamel ware, bathroom furnishings, housecleaning helps, chests, cabinets, tables—nearly everything to interest housewives.

Also included are sewing machines, dress forms, electric devices.

Whatever is needed during the next six months for any household purpose—now is the time to get it and the Wanamaker Housewares Sale is the opportunity.

(Fourth Floor, Market and Central)

## A New and Novel Mesh Bag

It certainly deserves the term "novel," for when one is carrying it, the handle slips up over the frame, making it impossible to open or be opened.

The shapes are odd, and all show fringed ends in points.

Silver plated, \$8 to \$20.

Gold plated, \$26 to \$36.

(Jewelry Store, Thirteenth and Chestnut)

## Parisiennes Carry Gay Bead Bags

to dinner or to dance. They are tiny affairs—just big enough for a powder puff and a whiff of a lace handkerchief.

Paris has sent us some of the most beautiful of these bags. They are hand made with drawstrings and they dangle with fringe, just as the larger ones are wont to do.

The designs are exquisite, worked in metallic beads, showing such beautiful colorings as rust with silver, gold, blue and white combined with black.

This is an advance showing of these bead bags.

Prices are \$10.50 and \$12.50.

(Main Floor, Chestnut)

## The Newest Candy Bag Is of Silk

And It Comes From Paris

We no longer clutch our sweets in an uninteresting paper bag—but carry them in a large and beautiful silk creation which has a quaintly decorated oval box for a base.

One might use it as a decorative sewing bag after the candies have disappeared.

Filled with fine Camee chocolates, \$15.

(Camee Shop, Main Floor, Chestnut)

## Even Ribbons Have Two Sides

to show the world. But in their case, both sides are quite beautiful—and many times both are bright! Six inches wide, one side moire, the other satin, showing contrasting colors such as orchid and jade, henna and navy or burnt orange and brown. Price is \$1.50 a yard.

(Main Floor, Central)

## Loop-Edged Ribbons, 38c

These ribbons come in the convenient width of 1 1/4 inches, and are useful for so many purposes. The colors are navy, Copenhagen blue, sky blue, pink and geranium.

(Main Floor, Central)

## High-Neck Nightgowns in Extra Large Sizes

Muslin and cambric, made with high neck and long sleeves. Tucked yokes and embroidery or hemstitched frills. Both closed and V necks. \$1.50, \$1.85, \$2.25 and \$2.50.

(Third Floor, Central)

## English Bath Tablets Exclusively Here

These excellent bath tablets are made for us in England, so that our customers may have the identical soap "John Bull" enjoys in his daily tub.

Violet, verbena and rose. 35c a generous cake, or \$2 for a box of six.

(Main Floor, Chestnut)

## New Homespun Suitings Suggest Sports Garments

Such, for example, as women's sports suits, top coats and capes.

They are especially suited to all kinds of hard, everyday wear and any sort of weather. There is both a rough finish and one smoother and about a dozen styles in all.

In the new Fall colorings—oxford, dark blue, brown, tan, green, mahogany, henna and amethyst, 54 inches wide and \$2.50 a yard.

(First Floor, Chestnut)

## New Little Prices on Good, Reliable Handkerchiefs

In both cases they are newly arrived shipments, but the prices have dropped quite a good deal since they were here before.

Women's plain Irish linen handkerchiefs, medium quality, nice for everyday use, \$3.75 a dozen.

Men's Irish linen handkerchiefs, extra size, plain hemstitched, with 1/2-inch hem, \$7.50 a dozen.

(Main Floor, Central)

## \$5 Is a Satisfactory Price for Women's Silk Umbrellas

This is especially true when it is the original price on a splendid new lot.

Some have club tops, or of bakelite, with rings, cords of leather straps. Blunt tips of the wood or bakelite.

A good assortment of the new Fall colors is shown.

(Main Floor, Market)

## The Nicest Booties for the Nicest Baby

are hand knit in white with the daintiest touches of pink and blue. Long or short, 45c to \$1.75 a pair.

Also for the nicest baby are hand-knit socks, heavy or light. Prices are \$1 to \$3.75.

Warm blankets for the crib come in pink, blue and white. Prices are 75c to \$1.

(Third Floor, Chestnut)

## If "a Body" Breaks His Glasses

—and it certainly is being done—a duplicate pair is a great blessing.

Why not prepare for this emergency by bringing your prescription to us and having a duplicate pair made? We have a lens-grinding shop in the building.

(Main Gallery, Chestnut)

## There Is Only One Original Blu-Mottle Laundry Soap

5c a Cake at Wanamaker's During September

Blu-mottle laundry soap, introduced by this Store last year and already a favorite in a hundred thousand homes, is the pure and reliable production of coconut oil, tallow and blueing—no tar, no naphtha, no gasoline. This is a pure blue-and-white soap, splendid for the laundry and all other household purposes.

The original Blu-Mottle Laundry Soap to be had at Wanamaker's contains no harmful ingredients.

Beware of destructive imitations.

(Fourth Floor, Central)

## Women's Dinner and Evening Gowns in Delectable Colors—\$40 to \$100

Chiffon that is like sea-foam—Georgette in the cloudy blue of the sky on a gray day—vivid coral—apple green—soft old blues—one would buy these delightful dresses for their colors alone!

All are chiffons or Georgettes, but how varied! Some are exquisitely simple, with only folds of self-material

and low hip girdles of dull-colored flowers. Others are elaborated with embroidering, crystal beading, glittering fringes, soutache in self-color.

And there are navy and black also for those who prefer these soberer hues.

The prices of \$40 to \$100 are unusually reasonable for their quality and beauty.

(First Floor, Central)

## Sale of Blouses Continues \$1.65 to \$5

Tailored, lingerie and dress waists at prices far below usual. White voiles and swisses, hand-made and hand-drawn Porto Rican batiste waists with filet lace,

silk blouses and overblouses of Georgette, tricolette, crepe de chine and habutai. The prices of \$1.65, \$2.85, \$3.85 and \$5 mean extraordinary savings.

(East and West Aisles, Main Floor)

## Three Smart New Slippers of Black Suede

One is brightened up with patent leather. The single strap, the low French heel and the perforated band finish are all of the shiny black leather. \$9 a pair.

The second is all of the soft black suede. It also has one strap, low French heel

and medium toe. Price \$12.

The third is on a quaint and most becoming French last—short vamp, round toe and three straps, each with a twinkling cut-steel ornament in the center. At the sides are inset elastic gores to insure snug-fitting tops. Price \$13.

(First Floor, Market)

## The First Showing of Women's Fur-Trimmed Coats

After seeing them, one would certainly feel inclined to put the accent on the word "fur," for these marvelously beautiful coats are fairly laden with fur from neck to hem.

"It will be a very cold winter," say the weather-wise, so perhaps that is the reason.

For materials, there are Bolivias, duvetynes and many of the new and charming variations. Monkey, Hudson seal (dyed muskrat), beaver, natural and dyed squirrel, dyed caracul, wolf, mole and opossum are the furs used. They not only make the huge collars, which sometimes extend down the entire front, but deep bands are found on the hem, on flying panels and on the deep square capes in the back.

Prices start at \$250 and go to \$475.

(First Floor, Central)

## Paris Sends Spangled Tunics Rich in Color

They are truly gorgeous in effects, and the colors are beautiful. Jade, rose, tango, sapphire, white and black are equally effective in spangles and bugles.

One model with deep V neck has solid bodice of black touched with color, the skirt being entirely of bead fringe.

A black net tunic shows all-over designs in black bugles and red cabochons.

The tunics of iridescent spangles are very effective, as are also those of opalescent and square gold spangles.

Prices are from \$22 to \$175.

(Main Floor, Central)

## Excellent School Coats for Little Daughter, \$11.50 and \$14.50

Soft, warm coats of brown all-wool mixtures in two good schoolgirl models, with big, high-buttoning storm collars and capacious pockets.

Both warmly interlined and well lined throughout. Sizes 6 to 14 years, and priced \$11.50 and \$14.50.

(Second Floor, Chestnut)

## Silk Petticoats in a Sale at \$3.85

Splendid skirts of taffeta, messaline and silk jersey. All colors, plain and changeable. Exceptional value.

(West Aisle)

## Interesting Prices on Short Lengths of Embroideries

These are not remnants, but odd lengths of some, and broken assortments mean a great reduction in price. Everything from narrow beadings to deep flouncings and corset-cover embroideries is in the assortment.

This is a splendid opportunity to pick up attractive trimmings for the Fall underwear.

The new prices are 12c to \$3.25 a yard.

(First Floor, Chestnut)

## Serge Regulation Dresses for the Schoolgirl—\$9.50 to \$13.50

Better school dresses the girl of 8 to 14 could not have. They are carefully planned, cut and made to satisfy the most discriminating mother; and they are jaunty enough to please the most exacting daughter.

Three models, made of sturdy blue storm serge or fine French serge. All are one-piece dresses, but some are box pleated from the yoke down, and others are in blouse effect with box-pleated skirt.

Collars and cuffs are braided; and sleeves and shields are embroidered in the regulation designs.

Priced \$9.50, \$10 and \$13.50.

(Second Floor, Chestnut)

## New Jersey Dresses for Miss 14 to 20

Sleeveless wool jerseys in plain colors—beaver, Copenhagen, brown or navy at \$9.50.

Sleeveless dresses in the smart ribbed jersey with fancy silk braiding—black, sorrento blue, beaver, malay brown. Priced \$13.50.

And very effective dresses of new silk-and-wool striped jersey with long sleeves and collar and cuffs of white kid. Brown-and-copper, black-and-white. Priced \$23.50.

## Women's Silk Stockings at Good Savings

Many women will want a new pair or two for the coming week-end and holiday.

\$1.50 a pair for second-grade, full-fashioned silk stockings in black, white and colors, with cotton tops and soles.

\$2 a pair for second-grade,

full-fashioned silk to the top in black, white and colors.

\$1.75 a pair for first-grade, full-fashioned artificial silk with openwork ankles.

\$3 a pair for second-grade, full-fashioned silk in black and colors with openwork ankles in different designs.

(West Aisle)